

Diploma of Retail Management

Description

The Diploma of Retail Management course adopted from the Australian Qualification Framework (AQF) Diploma of Retail Leadership (SIR50116) is designed to equip individuals with the skills and knowledge necessary to succeed in the dynamic and fast-paced world of retail. With a focus on practical skills and real-world experience, students will gain a deep understanding of retail best practices and the ability to apply them in a variety of settings. This course covers a range of essential topics, such as driving profits through strategic planning, managing change, handling difficult customers, integrated marketing, as well as managing inventory and stock.

The course is suitable for individuals who manage a retail business, multiple retail stores or departments, following a business strategy to deliver profitable results for the organisation. These individuals support senior management and provide leadership to retail teams. They plan and evaluate the work of themselves and others, operating with autonomy and responsibility for personal outputs. Upon completion of the Diploma of Retail Management, graduates will be well-equipped to pursue a range of retail management positions, from entry-level to senior roles, in a variety of retail environments.

Training Strategies

There are 45 hours of classroom contact of which 30 hours are face-to-face; and 15 hours will be guided learning for each module in this programme. To develop necessary skills and knowledge, students are guided to frequent exercises that will tackle common questions, issues, and challenges. About one-third to a half of the 3-hour sessions will be for lectures and the rest will be for guided exercises and classroom activities.

This class is designed around a series of classroom activities. Success in the course is dependent on 100% participation in class discussions and activities.

Qualification Entry Requirements

Academic

- AAC Diploma in Business Studies (Level 3) (or)
- AAC Cert IV in Business (or)
- AAC Specialist Diploma in Hospitality Management (or)
- Level 3 Diploma from any other PEIs in relevant field (or)
- GCE A-Level pass in any one subject (or)
- ITE Nitec in relevant field (or)
- 12 years of formal education (or)
- Any other equivalent qualification

(Matured students aged 30 years and above with at least 8 years of work experience will be considered for admission.)

English Proficiency

- IELTS 5.0 OR
- AAC EFL (Level-4) or Equivalent

Students without formal English qualifications will be given a placement test to determine their level of proficiency.

Applicants must be of age 16 and above.

Qualification Modules – Full Time

#	Code	Module Name	Competency Code	Competency Name	Face to Face Contact Hours	Guided Learning Hours	Assessment Preparation Hours	Self-Directed Study Hours
1	RET 001	Retail Strategy	SIRRSTR001	Undertake Strategic Planning in Retail	30	15	40	40
			SIRRRTF003	Drive Retail Profitability				
2	RET 002	Managing Change	SIRXCHA002	Lead the Change Process	30	15	40	40
			SIRXMGT003	Provide Leadership to Others				
3	RET 003	Communication with Retail Customers	BSBLDR513	Communicate with Influence	30	15	40	40
			SIRXCEG008	Managing Disrespectful, Aggressive or Abusive Customers				
4	RET 004	Integrated Marketing in Retail Sector	SIRXMKT005	Develop a Marketing Strategy	30	15	40	40
			SIRXMKT006	Develop a Social Media Strategy				
5	RET 005	Stock Control and Visual Merchandising	SIRRINV002	Control Stock	30	15	40	40
			SIRRMER003	Coordinate Visual Merchandising Activities				
6	RET 006	Industrial Attachment	NA	NA	-	1056	-	-
Hours					150	1131	200	200
* Competency Codes and Competency Names are taken from SIR50116 - Diploma of Retail Leadership (Release 5)					1681 (including Industrial Attachment)			

* The Industrial Attachment (if any) is an integral module of the programme. However, suppose a student is unable to participate in the Industrial Attachment module due to circumstances beyond the control of the Student or the College, like non-approval of the Training Work Permit by the Ministry of Manpower or unable to secure an intern placement due to unavailability of vacancies, the Student will be required to complete a Research-Based Project with the submission of a report to be considered for graduation for the course. While AAC will make its best efforts to secure Industrial Attachment for the students, it does not guarantee that it will be able to secure one for every student.

Qualification Modules – Part Time

#	Code	Module Name	Competency Code	Competency Name	Face to Face Contact Hours	Guided Learning Hours	Assessment Preparation Hours	Self-Directed Study Hours
1	RET 001	Retail Strategy	SIRRSTR001	Undertake Strategic Planning in Retail	20	25	40	40
			SIRRRTF003	Drive Retail Profitability				
2	RET 002	Managing Change	SIRXCHA002	Lead the Change Process	20	25	40	40
			SIRXMGT003	Provide Leadership to Others				
3	RET 003	Communication with Retail Customers	BSBLDR513	Communicate with Influence	20	25	40	40
			SIRXCEG008	Managing Disrespectful, Aggressive or Abusive Customers				
4	RET 004	Integrated Marketing in Retail Sector	SIRXMKT005	Develop a Marketing Strategy	20	25	40	40
			SIRXMKT006	Develop a Social Media Strategy				
5	RET 005	Stock Control and Visual Merchandising	SIRRINV002	Control Stock	20	25	40	40
			SIRRMER003	Coordinate Visual Merchandising Activities				
6	RET 006	Industrial Attachment	NA	NA	-	1056	-	-
Hours					100	1181	200	200
* Competency Codes and Competency Names are taken from SIR50116 - Diploma of Retail Leadership (Release 5)					1681 (including Industrial Attachment)			

* The Industrial Attachment (if any) is an integral module of the programme. However, suppose a student is unable to participate in the Industrial Attachment module due to circumstances beyond the control of the Student or the College, like non-approval of the Training Work Permit by the Ministry of Manpower or unable to secure an intern placement due to unavailability of vacancies, the Student will be required to complete a Research-Based Project with the submission of a report to be considered for graduation for the course. While AAC will make its best efforts to secure Industrial Attachment for the students, it does not guarantee that it will be able to secure one for every student.

Assessments

Code	Name of the module	Assessment 1	Assessment 2
RET001	Retail Strategy	50%	50%
RET002	Managing Change	50%	50%
RET003	Communication with Retail Customers	50%	50%
RET004	Integrated Marketing in Retail Sector	50%	50%
RET005	Stock Control and Visual Merchandising	50%	50%
RET006	Industrial Attachment	Competency Report from Employer	

** The grade for Industrial Attachment will be capped at Pass Grade 'P' upon successful completion.

Synopsis

#	Code	Module Name	Competency Code	Competency Name	Brief Description of Module Competencies
1	RET 001	Retail Strategy	SIRRSTR001	Undertake Strategic Planning in Retail	This unit describes the performance outcomes, skills and knowledge required to analyse the operating environment and use results to develop, implement and review a retail strategy. This unit applies to senior personnel working in a diverse range of sectors and business contexts. They operate independently and are responsible for making a range of operational business decisions and strategic planning.
			SIRRRTF003	Drive Retail Profitability	This unit describes the performance outcomes, skills and knowledge required to interpret financial information for a retail business, and to identify, promote and implement strategies to positively impact the business financials. This unit applies to senior personnel working in a diverse range of retail industry sectors and business contexts. They operate independently and are responsible for making a range of operational business decisions and financial planning and monitoring.
2	RET 002	Managing Change	SIRXCHA002	Lead the Change Process	This unit describes the performance outcomes, skills and knowledge required to identify, plan for and evaluate organisational change. This unit applies to senior personnel working in a diverse range of sectors and business contexts. They operate independently and are responsible for making a range of operational business decisions and leading change processes.
			SIRXMGT003	Provide Leadership to Others	This unit describes the performance outcomes, skills and knowledge required to

					<p>lead others to deliver the organisational vision through the development of performance plans and demonstration of leadership behaviours.</p> <p>This unit applies to senior personnel working in a diverse range of sectors and business contexts. They operate independently and are responsible for making a range of operational business decisions and the management of others.</p>
3	RET 003	Communication with Retail Customers	BSBLDR513	Communicate with Influence	<p>This unit describes the skills and knowledge required to present and negotiate persuasively, lead and participate in meetings and make presentations to customers, clients and other key stakeholders.</p> <p>The unit applies to individuals who are managers and leaders required to identify, analyse, synthesise and act on information from a range of sources, and who deal with unpredictable problems as part of their job role. They use initiative and judgement to organise the work of self and others and plan, evaluate and coordinate the work of teams.</p>
			SIRXCEG008	Managing Disrespectful, Aggressive or Abusive Customers	<p>This unit describes the performance outcomes, skills and knowledge required to appropriately and safely manage customers who are disrespectful, aggressive or abusive.</p> <p>It applies to individuals working in customer service roles in a diverse range of industry sectors and business contexts. They may operate independently or under supervision and guidance from others, and within established organisational policies and procedures. It predominantly applies to retail industry work environments with high levels of customer contact.</p>
4	RET 004	Integrated Marketing in	SIRXMKT005	Develop a Marketing	<p>This unit describes the performance outcomes, skills</p>

		Retail Sector		Strategy	and knowledge required to analyse the operating environment and use results to develop, implement and review a marketing strategy. This unit applies to senior personnel working in a diverse range of sectors and business contexts. They operate independently and are responsible for making a range of operational business decisions and strategic planning.
			SIRXMKT006	Develop a Social Media Strategy	This unit describes the performance outcomes, skills and knowledge required to plan and evaluate the use of social media. It requires the ability to determine suitable social media platforms, plan appropriate use and evaluate the effectiveness of social media activity. This unit applies to individuals working in a diverse range of sectors and business contexts. They operate independently, under limited supervision from others, and are responsible for making a range of operational decisions.
5	RET 005	Stock Control and Visual Merchandising	SIRRINV002	Control Stock	This unit describes the performance outcomes, skills and knowledge required to process stock orders, maintain stock levels, minimise stock losses, manage stocktakes and maintain all documents that relate to the administration of any type of stock. This unit applies to individuals responsible for stock control. They work within organisational systems and procedures, but make decisions about stock administration and may have responsibility for others.
			SIRRMER003	Coordinate Visual Merchandising Activities	This unit describes the performance outcomes, skills and knowledge required to coordinate store visual merchandising activities and ensure adherence to organisational standards,

					<p>policies and procedures for the display of merchandise. It applies to individuals working in frontline roles in a diverse range of retail industry sectors and business contexts that display retail products for sale. They operate with independence and under limited supervision and guidance from others, and within established organisational policies and procedures.</p>
6	RET 006	Industrial Attachment	NA	NA	<p>This module is created to ensure that students meet the 24-weeks industrial attachment proposed to be part of the Diploma of Retail Management for graduation. The industrial attachment provides the student with the opportunity to apply the concepts and principles gained in the diploma course. Students will undertake an internship programme with any related retail businesses as related to their interest or area of specialisation.</p>

Assessment Methods

#	Module Name	Demonstration	Practical	Activities	Observation	Role play	Case study/Scenario	Questions and Answers	Project/Report	Presentation,	Portfolio/Journal	Online
1	Retail Strategy	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
2	Managing Change	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
3	Communication with Retail Customers	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
4	Integrated Marketing in Retail Sector	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
5	Stock Control and Visual Merchandising	✓	✓	✓	✓	✓	✓	✓	✓	✓		✓
6	Industrial Attachment								✓		✓	

The assessment objectives tested in these modules are broadly categorised in the following hierarchical order:

1. **Knowledge:** Exhibit memory of previously learned materials by recalling facts, terms, basic concepts and answers
2. **Comprehension:** Demonstrate understanding of facts and ideas by organizing, comparing, translating, interpreting, giving descriptions, and stating the main ideas
3. **Application:** Using new knowledge. Solve problems in new situations by applying acquired knowledge, facts, techniques and rules in a different way
4. **Analysis:** Examine and break information into parts by identifying motives or causes. Make inferences and find evidence to support generalizations
5. **Evaluation:** Present and defend opinions by making judgments about information, validity of ideas or quality of work based on a set of criteria

Specification Grid

The relationship between the assessment objectives and components of the scheme of assessment is as follows

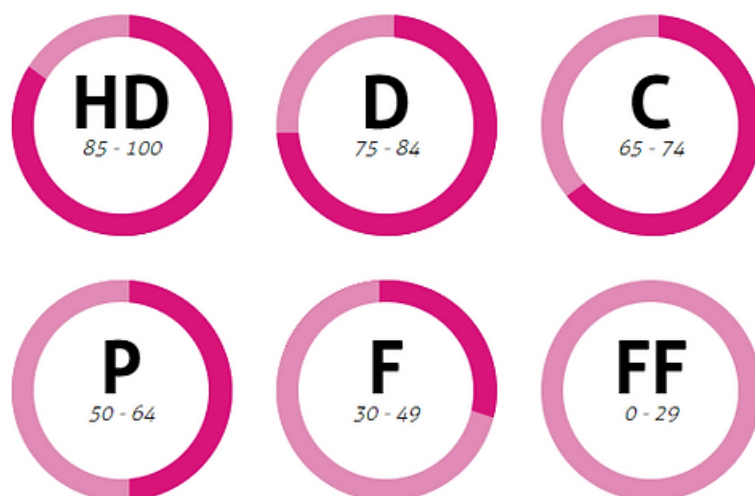
Knowledge	Comprehension	Application	Analysis	Evaluation
20%	20%	20%	30%	10%

The assessment objectives are weighted to give an indication of their relative importance.

They are not intended to provide a precise statement of the number of marks in particular skills.

Marks and Grades

The infographic below shows the academic grading of this course with the breakdown of marks.



Graduation Requirement:

In order to be awarded the Diploma of Retail Management, a student must obtain at least a Pass Grade in all the modules within the eligibility period of 2 years from the original completion date.

Certificate will be awarded by Academies Australasia College.